



SOLUTION OVERVIEW

HOW STATE AND LOCAL GOVERNMENTS BECOME CONNECTED COMMUNITIES

Citizens have clear expectations of state and local governments. According to the Net Impact 2004 study by Momentum Research Group, citizens' first priority for their governments is not to cut costs, but to increase the effectiveness and speed of services. One survey respondent described the path to service effectiveness as "rethinking and improving internal management; enhancing and deepening commitment to the citizen; and developing a participatory strategy." Survey respondents' second priority was to broaden the reach of services to include more people, and to find innovative ways to deliver new services to meet emerging demands. Their final priority was cutting costs—but only if it did not compromise citizen satisfaction.

CISCO SOLUTIONS ENABLE STATE AND LOCAL GOVERNMENTS TO MEET THEIR GOALS BY CHANGING BUSINESS PROCESSES IN WAYS MADE POSSIBLE BY THE NETWORK

Challenge

With lean budgets, governments can no longer invest money to improve services in the way citizens demand. Instead, governments around the world are meeting citizen needs by changing their processes in ways made possible by the network. Specific goals include:

- *Improving citizen safety* by protecting private data, improving the responsiveness of safety workers, improving situational awareness for first responders, and ensuring continuity of government services through disruptions. Thirty percent of governments that responded to the Net Impact 2004 study identified security as their primary network budget focus for the next 12 months.
- *Increasing service effectiveness* by extending service reach to more citizens in more locations, delivering new, innovative services or existing services more efficiently, and reducing costs.
- *Fostering educational excellence* by enriching classroom curricula with interactive, real-time video and video on demand, delivered over the network, and by increasing the efficiency of teachers and administrators.
- *Driving economic development* by making the community a more appealing place for residents to live, work, learn, and spend, which attracts residents and businesses alike.

An earlier study, Net Impact 2003, revealed that organizations that combined network investments with process changes increased productivity in customer service and support by 400 to 500 percent more than organizations that simply invested in Internet applications. These organizations also experienced a 20-percent increase in customer satisfaction, a 15-to-20-percent increase in customer self-service, and a 25-to-35-percent decrease in operating costs.

Solution

Solutions that enable connected communities include:

- *Cisco® Foundation Infrastructure*. The Cisco foundation infrastructure is made up of the Cisco routers, switches, optical solutions, and storage at the core of the network. With a Cisco foundation infrastructure, governments can expand their service reach to more locations and citizens; offer more services, more quickly; and facilitate interagency communications as recommended by the U.S. Department of Homeland Security.
- *Cisco IP Communications*. Cisco IP Communications include multiple solutions that run over a standards-based IP network, including IP telephony, unified voice and e-mail messaging, voice-activated personal assistant, customer contact center, conferencing, and video solutions. Cisco IP Communications helps improve public safety by simplifying communication in emergencies with real-time alerts to phones and other devices, multimedia conferencing, and collaborative contact centers. IP Communications enables governments to maintain continuity of service

during disruptions with comprehensive survivability features as well as extension mobility, which allows employees to log onto any IP phone as if it were their own. To improve service effectiveness, governments can use Cisco IP Contact Center and Cisco Unity® unified messaging solutions, as well as accessibility solutions from third-party providers. Schools, community colleges, and universities can enhance their curricula by delivering video over the network into classrooms, and can improve teacher and back-office efficiency with simple applications delivered to the Cisco IP phone display—for reporting attendance, for example.

- *Cisco Integrated Security.* Comprehensive Cisco integrated security solutions provide secure connectivity, threat defense, and trust and identity management. With flexible protection against evolving threats, state and local governments avoid disruptions so they can continue delivering vital services essential to citizen safety and service effectiveness. The solutions also protect private citizen data, a prerequisite for citizen trust in government.
- *Cisco Wireless Networking.* Governments improve responsiveness when they enable employees to access data and video while in the field serving or protecting citizens. Responsiveness is a central requirement for public safety as well as service effectiveness. Wireless LANs help schools and universities to improve their research environments and to facilitate collaboration. In addition, governments can deliver information and applications to citizens and visitors throughout a city in order to make community services more attractive, encourage tourism and spending, and drive economic development.

Combined with best practices, these technology investments can yield tangible results for citizen safety, service effectiveness, educational excellence, and economic development. Following are some of the best practices reported in the Net Impact 2004 study:

- *Automating repetitive contact-center transactions* with Interactive Voice Response (IVR) and by integrating Websites and kiosks with contact centers
- *Gaining sophisticated data mining/analysis capabilities* by consolidating disparate data stores using storage area networks (SANs)
- *Extending the reach of services* using wireless LANs and portals
- *Improving citizen safety* using integrated security techniques such as virus scanning and automatic intrusion detection systems (IDSs)

Government Benefits

Many state and local governments around the world have already become connected communities, using Cisco solutions to improve safety, service effectiveness, educational excellence, and economic development:

- *Improved citizen safety.* Using a Cisco wireless networking solution, the city of Everett, Washington enhances public safety by enabling police officers to access mug shots, warrants, and other law enforcement information from laptops in their squad cars.
- *Increased service effectiveness.* The Bernalillo County Metro Court in Albuquerque, New Mexico improved the speed and effectiveness of its justice process by using Cisco IP Communications to conduct video interviews and arraignments with inmates in a remote facility, reducing the time and expense of transportation and security.
- *Educational excellence.* The Charles County Public School system in Maryland enhances its curriculum with real-time, interactive video and video on demand. The district is also creating more classroom time for teachers by installing IP phones with integrated displays in each classroom, reducing the time teachers spend reporting attendance, looking up student information, and even ordering supplies.
- *Economic development.* The city of Greensboro, North Carolina has boosted its appeal for commercial and residential construction by streamlining the building approval process. By parking near any of numerous Cisco Aironet® wireless access points throughout the city, building inspectors can download approval requests each morning and submit reports each night without driving to the home office, expediting the approval process.

Supporting Solutions, Products, Partners, or Service Offerings

- Cisco foundation infrastructure
- Cisco IP Communications
- Cisco integrated security
- Cisco wireless networking
- Cisco technical support services
- Cisco planning, design, and implementation services

- AAC PhoneTop Alerts
- Berbee InformaCast
- IP Blue
- NTS
- Vyttec

The Cisco Approach to Connecting Communities

Cisco Systems develops its solutions for connected communities to help governments connect their citizens to important resources, with the goals of improving citizen safety, services, education, and economic development. The overarching vision is for governments to improve their overall effectiveness in serving citizens while extracting maximum value from the budget. Uniquely, Cisco offers:

- *Unmatched technical expertise*
 - Almost 20-year track record as the industry leader in networking
 - World-class Cisco certified networking engineers with in-depth networking expertise
 - Extensive experience in scalable, network design; operations; management; and support
 - Extensive network deployment experience in the public sector around the world
 - A broad range of technical experts and engineers who understand government needs, standards, and important initiatives
- *Unrivaled partnerships*—Cisco maintains partnerships with industry IT leaders to help governments deploy a highly adaptable network infrastructure, as well as innovative applications that allow governments to extract the most value from their infrastructure investments to serve citizens.
- *Highly interoperable solutions*—Industry-leading, open, and standards-based network solutions from Cisco deliver unmatched interoperability, protecting and extending customer investments.

FOR MORE INFORMATION

For more information about Cisco solutions for state and local governments, visit www.cisco.com/go/localgov

For more information about service and support, visit <http://www.cisco.com/en/US/products/index.html>

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